

INTERNATIONAL WEIGHTLIFTING FEDERATION

IWF

GUIDELINES



IWF

PRESS AGENT

IWF Press Agent Guidelines

1.1. Scope of duty

For IWF Events, the IWF appoints the Press Agent to be accredited by the OC to fulfill international media commitments.

The following Events can be required to be covered by the IWF Press Agent:

- Junior World Championships
- Youth World Championships
- Senior World Championships
- Youth Olympic Games
- Olympic Games

And any other Event upon request

1.2. What input does the IWF want?

The articles provided are used on IWF.net, Facebook, Twitter, Instagram, World Weightlifting, other publications and are distributed to the international media for their use in articles, so the texts need to be attractive, reactive, dynamic and of high quality.

Athletes to put in light: the IWF Press Agent is to constantly follow the competition and make mention of interesting moments, such as when there has been a big upset, a really exciting match with a lot of emotion, or joyful moments with coaches. Identify the lifts that are most likely to be written about and broadcasted. These are the ones that are critical to have articles from. Short quotes from top athletes and information related to their personal interest can be a plus.

In addition to this, the IWF could also use interviews from top athletes, coaches and sport personality, VIPs present at the event.

Throughout the event, try and catch impressions by interviews from as many athletes as possible.

Previews, Reviews: produce a report on the action of the day using Facts & Figures provided by Infostradasports (data providing partner of the IWF for Senior World Championships).

Additional inputs: the IWF also needs articles on Press conferences, Opening and Closing Ceremonies, VIPs present, Medal Ceremonies.

Protocol events: Upon request, the IWF might need articles of Meetings, Congress, Verification, receptions and Education Seminar etc.

Creative inputs: Try to produce different types of stories or articles, from different topics of types of interest: use different approaches to a subject, to the WL Sport, anything that will grab people's attention, without being offensive in any way. No text conveying discrimination based on gender, race, religion, politics or any other criteria is acceptable.

Press Conference: the IWF Press Agent might act as moderator for the Medal Winners press conference if requested.

1.3. What are the deadlines?

Texts need to be sent to IWF Media Officer or uploaded to the IWF website IWF.net, the IWF Facebook Page, and Twitter accordingly.

Reviews need to be sent to IWF Media Officer in order to be uploaded to the IWF accounts immediately after each Victory Ceremony and as a continuous flow during the whole duration of the Event. Articles, interviews and other texts can be uploaded to the IWF website, Facebook, Twitter or published in World Weightlifting Magazine immediately right after being processed.

1.4. What to wear?

Representing the IWF, the official IWF Press Agent needs to be dressed accordingly. Casual-smart dress code shall be adopted or specified dress code for some events (no flip-flops, no shorts).

1.5. How to behave?

Representing the IWF, the official IWF Social Media Agent shouldn't disturb the activity of athletes, Officials, Organizing Committee, VIPs and Broadcasting etc.

As IWF Press Commission Member, your daily work is coordinated by the IWF Media Officer.

The participation to the daily meetings (twice a day unless otherwise specified) where your daily tasks are being defined is obligatory.

Postings, blogs and tweets should at all-time conform to the IWF expectations, be dignified and in good taste, and should not be discriminatory, offensive, hateful, defamatory or otherwise illegal and should not contain vulgar or obscene words or images.

No restriction is made on producing content for other websites, blogs, however the IWF shall remain the primary source of information and shall be the first sharing the information and content collected during the Event. The content produced is the property of the IWF.

1.6. Liability

When Participants and Other Accredited Persons choose to go public with any comments, opinions and any other material in any way, including on a posting, photo, blog or tweet on any social media platforms or on any websites, they are solely responsible for the consequences of their action. They must ensure that when doing so they comply with applicable laws and that they have obtained all necessary permissions from any third parties whose image or property is used in their posting, blog or tweet. Participants and Other Accredited Persons can be held personally liable for any commentary and/or material deemed to be obscene, offensive, defamatory or otherwise illegal, or infringing on any third party's rights. They should neither intrude upon the privacy of Participants and Other Accredited Persons and entities at the IWF Event without the consent of such participants, persons and entities, nor interfere with the competitions or the ceremonies of the IWF Event or with the role and responsibilities of the IWF or other entities that are part of the organization.

The accreditation of any person accredited at an IWF Event can be withdrawn without notice for purposes of ensuring compliance with these Guidelines.

The IWF shall be the final authority with respect to the interpretation and implementation of these Guidelines.

1.7. IWF Media Officer

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The IWF appreciates your help, as your input greatly assists the promotion of Weightlifting globally.